

Virginia Food and Beverage Expo

May 14, 2008

BEST NEW PRODUCT COMPETITION

APPLICATION DEADLINE: April 25, 2008

Industry professionals will act as judges to select the winners of the Best New Product Competition at the Virginia Food and Beverage Expo on May 14, 2008. Winners will be chosen in three categories: **BEST NEW FOOD, BEST NEW BEVERAGE and BEST NEW PRODUCT OVERALL.**

Here are the Guidelines for the Best New Product Competition:

1. Only exhibitors at the 2008 Virginia Food and Beverage Expo on Wednesday, May 14, 2008, are eligible to participate in the Best New Product Competition.
2. Entries in the Best New Product Competition must be Virginia products manufactured and sold between April 26, 2007 and April 25, 2008. **These must be totally new products in the marketplace, not just a change in packaging or container size.**
3. One winner will be chosen in each of three categories: Best New Food, Best New Beverage and Best New Product overall. Each exhibiting company may enter only one product (no more than one flavor or version of a new product line) – either food or beverage – in the competition. Products will be judged on originality, taste/aroma, creative packaging, visual appeal and presentation.
4. Applications to participate in the Best New Product Competition must be received by Friday, April 25, 2008. Send to Marion Horsley, Virginia Department of Agriculture and Consumer Services, PO Box 1163, Richmond VA 23218. Do NOT send the actual product.
5. Each of the three winners will receive a trophy. In addition, the best overall product winner will receive free booth space at the next Food and Beverage Expo, and the best food and best beverage winners will each receive \$100 off booth rental at the next Expo. VDACS will issue a news release announcing the winners to media state-wide and to appropriate national publications.
6. The judging will take place at the Expo starting at 8 a.m. Judges will visit participants' booths in numerical order. Due to the limited time frame, any entrant who is not at the booth with product ready for evaluation when the judges arrive will be eliminated from the competition.
7. VDACS will tabulate the ballots to determine the winners who will be announced at 11 a.m. The decision of the judges will be final.
8. For additional information, contact Marion Horsley, 804/225-3820 or via e-mail at marion.horsley@vdacs.virginia.gov.

**Virginia Food and Beverage Expo
Best New Product Competition
May 14, 2008
APPLICATION FOR PARTICIPATION**

DEADLINE: Application must be received by April 25, 2008

Company Name: _____

Contact Name: _____

Title: _____

Street Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone #: _____ **FAX #:** _____

E-mail: _____ **Web site:** _____

Name of Product: _____

Flavor (Enter only one) _____

Check one: Entering in the ☐ **Food Category** ☐ **Beverage Category**

Description of the product: _____

Comments: _____

Send application to: Marion Horsley, VDACS, P. O. Box 1163, Richmond VA 23218

Do NOT submit the product with this application. Do include additional information about the product and the company information that could be used in the press release if your product is one of the winners.